

City College News

GEORGE BROWN COLLEGE

NOVEMBER 1985

Federal funding shift prompts campaign for contracts

George Brown is reacting quickly to a recent change in federal education funding that favours training in private businesses and community organizations.

The College has started new programs to actively pursue off-campus education contracts that would reclaim some of the activity and training money that will be diverted to private organizations.

College officials expect that the new government policy — called Canadian Job Strategy — will eventually reduce the amount of traditional government-sponsored training programs at George Brown.

The six-part Job Strategy, which was introduced in June, is "private sector driven with emphasis on training and job creation in small business," according to a government handbook. It replaces many existing funding programs including General Industrial Training, Critical Trades Skills Training and Jobs Corps.

The strategy greatly expands the amount of direct funding of training plans by either private businesses or community groups, and reduces the share of education funds that go to institutions such as community colleges, says Ken MacLennan, Vice-President of Government Programs.

"We're going to have to work diligently to keep the level of activity the same as it is now."

Faculty contract teams meet mediator after 94 per cent reject Regents' offer

A mediator has been appointed to seek a solution to the contract dispute between community college faculty and the Council of Regents.

According to a spokesman for the Ontario Public Service Employees Union (OPSEU) — which represents faculty — meetings with provincially-appointed mediator Dr. Gene Swimmer were scheduled for Nov. 21 and 22.

Dr. Swimmer acted as fact-finder during two days of negotiations in early November. His report on the dispute has been sent to both parties but will not be made public until early December.

The Mediator could extend negotiations if he sees fit, the spokesman said.



Photo: Neil McMillan

Community Outreach Chairman Terry Dance is working with 20 community organizations to try to arrange educational contracts that will take advantage of a change in federal government funding policy.

The move to mediation follows faculty's overwhelming rejection of a new two-year collective agreement offered by the Council of Regents.

In province-wide voting on Oct. 24, 94 per cent of faculty who cast ballots turned down the offer, which includes a new 23-page workload formula.

At George Brown, 95 per cent of the members of OPSEU Local 556 who cast ballots rejected the offer. A total of 60 per cent of the Local's 691 members voted.

Faculty at Ontario's 22 community colleges have been working without a contract since their last one expired in September, 1985.

While the shift in federal policy came as something of a shock to the community college system in Ontario when it was made public in June, George Brown has moved quickly to meet its challenge, he says.

The College has expanded community outreach under Program Development Dean Bob Gwilliam, the activity of the Industrial Training Division under Dean Jim Michie, and has asked academic divisions to come up with proposals to make use of Job Strategy funds.

Community Outreach

Gwilliam and his staff — which now includes Community Outreach Chairman Terry Dance — have started an intense campaign to woo community organizations and agencies who may require training in the future.

"We're continually linking and joining and making relationships with an eye to the future," Gwilliam says.

Dance has organized several conferences to bring George Brown educational resources to the attention of community organizations, and is already following up more than 20 possible outside contracts.

Those contracts, which could involve as many as 400 students, could vary from simple agreements where George Brown provides only administrative support and certification, to more complex deals involving College teaching staff and facilities.

The majority of programs will be run off-campus at agency facilities and community centres around the city.

Many community agencies and organizations, which can apply for federal funding, need help with program and curriculum development, student testing, financial management, job market research, and evaluation, she says.

Community contracts, which are primarily aimed at women entering the workforce and the unemployed, could make use of both staff and facilities in every academic division, Dance says. The College has developed a solid reputation among agencies and groups in the city and is in a good position to expand its contract work.

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George Brown's role is changing because of the new Job Strategy



In June this year, the federal government announced a new job training policy that is a significant departure from its past initiatives.

Traditionally, the government has co-operated with the Province in funding training for the unemployed, youth, women and other groups through existing institutions — including the community colleges.

The Canadian Job Strategy, which was implemented in September, takes a new approach. While it still funds institutional programs, it directs a larger proportion of training funds to individual businesses, agencies and community organizations.

The government argues that businesses and local groups can not only provide training efficiently, but they can be effective in tailoring specific programs to the needs of small groups of people.

Needless to say, this new policy will have profound effect on our College. George Brown has always relied to a greater extent than any other community college in Ontario on federal government-sponsored training programs. As a

result of the Job Strategy, we can expect that some of the training that would have come to George Brown will be diverted to private businesses or community groups.

While the extent of the erosion in activity is impossible to predict at this point, we are already making provisions to soften the blow.

A concerted effort is underway to work co-operatively with community groups, businesses and agencies, who are now able to apply directly to the federal government for training funds under the provisions of the new strategy.

George Brown's role in this expanding area will be that of a resource. The College has the management expertise, teaching talent and facilities that most of these organizations need. If our efforts are successful, George Brown staff could be working with a large number of organizations around the city on a wide range of programs.

George Brown's new role is a demanding one. The College must be flexible. Staff in every division and department will be asked to work with organizations that are different in size, scope and orientation. The College must also be creative in seeking educational opportunities. Our success depends on being able to see the potential around us.

Given these two qualities, and the usual dedication I have come to expect of College staff, I believe that George Brown will rise to the challenge that the Canadian Job Strategy presents.

Campaign for co-operative projects

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"George Brown is right in the lead in working collaboratively with community groups," says Dance.

Private Sector

The Industrial Training Division, with offices in the Adelaide Street building, has rapidly increased its educational marketing efforts with private businesses, unions and trade and professional associations.

The Division will be responsible for College co-ordination of training plans with private businesses, MacLennan says.

The number of industrial training consultants, who already arrange government financing of training, is being increased to handle the extra responsibilities, he says.

"We have to go to industry and offer to

do the training for them or work as co-ordinators."

Dean Jim Michie says the Job Strategy now puts the College in direct competition for training in business with private educational companies such as Shaw Business College.

The College must act quickly to arrange training within Job Strategy guidelines because the federal government has set aside funds in the current fiscal year to support its new policy, MacLennan says.

The Job Strategy also increases the importance of the George Brown Foundation to the College. The private charitable group, headed by College Board of Governors Vice-Chairman Marvin Gerstein, can act as a financial conduit for federal funds to a wide range of organizations.



Assistant Health Sciences Dean Phyllis Morley looks over a special get-well card with George Brown nursing graduate Ann Kusniak. Dozens of colleagues and friends from the College sent the card — which features a drawing of President Doug Light in a nurse's uniform — to Morley in Women's College Hospital, where she is recovering from an operation.

"I've just been showered by flowers and cards," she says, "I want to send my love to everyone at George Brown and thank everyone."

Despite hospital treatment which she rates "above average", Morley says she looks forward to getting back to the College. "I'm a fighter and I'll be back, by golly!"

April start for our new building

Construction on George Brown's new \$11.5-million hospitality building will start in April, 1986, Physical Resources Director Michael Rant has announced.

The four-story, brick-front building will be completed for the start of classes in September, 1987, he says.

The first thing to go up will be a multi-level parking lot at the north end of the Adelaide Street East site, across from the St. James Campus.

Events

Nov. 25—Support Staff Seminar: Home Heating Options. noon - 1:30 p.m., Casa Loma, Contact Yvette Jones (ext. 3293) for details.

—The George Brown School of Dance presents a program for children including excerpts from *The Dancing Circus*, a ballet choreographed by Artistic Director Lois Smith and Earl Kraul, weekdays at 2 p.m. until Dec. 6 in the Dance Studio, St. James Campus. Sponsored by the Inner City Angels. Staff are welcome to attend. Reservations are required and can be made by calling ext. 3286.

Nov. 26—Volleyball tournament for staff at St. James. Call Athletics for details.

Nov. 27—Women's Basketball: George Brown vs Fanshawe, St. James Gym, 6 p.m.

—Seminar on AIDS, 4-6 p.m., Room 185, St. James Campus

Nov. 28—Conference "Sharing Resources for Community-based Training", sponsored by George Brown. Call Terry Dance (ext. 2248) for details.

Nov. 29—Seminar on high-technology environmental controls, jointly sponsored by the Architectural Technology Division and the Physical Resources Department. Call ext. 2271 for details.

—Men's Basketball: George Brown vs Algonquin, St. James Gym, 8 p.m.

Dec. 4—President's Wine and Cheese Party for St. James staff, in the cafeteria, 3:30-5 p.m.

Dec. 5—Management Workshop: Stress Management, 9-12 a.m., Staff Lounge, Casa Loma. Contact Yvette Jones (ext. 3293) for details.

Dec. 7—Annual College Children's Party, Casa Loma, 11 a.m. - 2 p.m. Call Ita Grant (ext. 2423) for details.

Dec. 12 (to Dec. 14)—Theatre Arts students present "...And there always was Christmas" a revue of sketches, stories and songs of pioneer days, devised and directed by Program Co-ordinator Joseph Shaw, 8 p.m. each evening in the Theatre Arts Building, 530 King St. E. (at River). Admission: \$1.

Dec. 16—President's Wine and Cheese Party for staff of Kensington, Nightingale and College Campuses, in the Kensington Gym, 3:30-5 p.m.

Dec. 18—President's Wine and Cheese Party for Casa Loma staff, in the 4th Floor Staff Lounge, 3:30-5 p.m.

Dec. 19—President's Wine and Cheese Party for staff of 500 MacPherson, in the cafeteria, 3:30-5 p.m.

Events for this column should be sent to: City College News, Continuing Education and Marketing Division, Adelaide Street.



Photo: Kati Kalyan

College Comptroller Joe Peterson chats with colleagues at the staff party at Kensington on Nov. 1. More than 400 staff members, spouses and friends attended the party, which included dancing to a live band, a piano bar and food prepared by the Hospitality Division.

United Way donations up 100%

George Brown staff have doubled their contributions to the United Way in the most successful — and possibly most active — College campaign ever.

About \$15,000 was raised for the charitable funding organization, doubling the previous record of \$7,500 set in 1983.

Most of that money came from payroll deductions by staff and direct contributions. Walkers in the College's United Way Walkathon team raised about \$1,425 in pledges.

Campaign Co-chairman Bob Struthers said the amount raised exceeded his expectations, but he was just as pleased by the enthusiastic participation of so many people in the fund-raising effort.

"Not only did we have more people give this year, but we had more than 50

people who were involved in organizing and running the campaign."

Canvassers from each department and division — 35 in all — were asked to contact their colleagues during the two-week campaign in October. Increased publicity — the College had its own slogan "Be part of it" — may have helped as well, he said.

More than 350 staff members made contributions this year, a significant increase over the last campaign.

George Brown's contribution was added to the total of the Greater Toronto United Way campaign, which raised a record \$29.9 million this year.

This year's campaign — with its contribution record and increased participation — will serve as a target for next fall's campaign, Struthers said.

New youth program replaces 6 others

Ontario youth training programs were a bewildering maze that frustrated the people who had to deal with them, says the Hon. Gregory Sorbara.

The "patchwork of programs with differing names, benefits and eligibility rules" also led to "inconsistencies, gaps and duplications," the Minister of Colleges and Universities told the Provincial Legislature in late October.

At the same time, Sorbara announced the consolidation of six existing youth programs — including the Ontario Career Action Program (OCAP) and Ontario Youth Start — into a new program called Futures.

OCAP and Youth Start staff at George Brown, who work in the Industrial Training Division at Adelaide Street and Queen Street East locations, have made a hurried transition to the new program.

While Futures incorporates many of the existing features of the programs — including academic upgrading, counseling, and on-the-job training — it is much more than a change in name.

Futures extends work experience for some of its 15-to-24-year-old, formerly unemployed students from 16 weeks to as long as a year, and adds compulsory assessments and job-orientation workshops.

Names in the News

Former Architectural Drafting Coordinator **Earl Gould** has been promoted to Chairman of the Construction Trades Department in the Architectural Technology Division, replacing the retiring **Ian Irving**. However, Gould has had little time to enjoy the new position. For the last month he has been recuperating from a motorcycle accident that took place on Thanksgiving weekend.

School of Dance Artistic Director **Lois Smith** made a rare appearance on stage recently with a dancing role in *Quantum Leap*, a retrospective of work by choreographer **Anna Bleuchamp**. Smith's part in the mid-November production at Premiere Dance Theatre was described by a *Toronto Star* critic as lovely and abstract.

Suitably attired in lab coat, mask and surgical gloves, College President **Doug Light** opened the new learning resource centre for Health Sciences students at 175 Kendal Ave. in late October. After cutting a ribbon, the President tried his hand at some of the computerized learning that dental students are now using in the facility.

More than 90 high school teachers attended the third annual professional development day organized by the Business Division. The teachers met with executives such as **George Hayhurst**, President of the Canadian Tire Store at Danforth and Main and a former executive with Warner-Lambert and Coca Cola. "This kind of thing can't hurt the relationship between the academic and business communities," he said after workshops with the teachers. **Anita Duic**, who is Assistant Head of the Business Department at West Park Secondary School, agreed with his assessment. "Ordinarily, a teacher wouldn't get to meet people like this." Teachers can have a hard time keeping up with trends in business, and the "PD" day helps, she says.



Photo: Albert Li

George Brown theatre program graduate Thea MacNeil is playing the dual singing role of Jellylorum and Griddlebone in the Toronto production of the musical Cats. She's also the subject of a profile in the latest issue of George Brown Review, the bi-annual College magazine. Copies of Review will be distributed throughout the College. If you don't get one or want extra copies call Continuing Education and Marketing at ext. 3242.



St. James Campus Manager John Mitchell took on a down-home look — complete with overalls and straw hat — for the St. James SAC Hallowe'en dress-up party on Nov. 1.

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George Brown  The City College

Test Centre and Job Start Manager **Ray Danley** and his acapella singing group *Celebration* provided entertainment for more than 400 College staff and advisory committee members at the annual Advisory Committee Dinner at the Harbour Castle Hilton in late October. Staff and guests also heard remarks by Board of Governors Chairman **Bruce Bone**, President **Doug Light**, and "Bucky Clare, Chairman of the Toronto Advisory Committee on Employment Training (TACET).

The Personnel Office has told us of the following staff changes:

New faculty appointments include: **Georgina Clarke** in the Community Services Division at Nightingale; **Douglas White** in Visual Arts at St. James; and **Olga Zamora** in the Futures Program at Queen Street East.

New support appointments include: **Althea Bethune** in Community Services at Kensington; **Dawn McEachern** in Business at St. James; **Laura Snazel** in Student Services at MacPherson; **Rachel Strangis** in Campus Management at Casa Loma; and **Debbie Wilson** in Community Services at Kensington.

Lana Golowin has joined the administrative staff of the Association of Colleges of Applied Arts and Technology of Ontario (ACAATO).

Christine Legault has been made a placement officer at St. James. Taking her former support position with the Dance Department is **Wendy Carere**, formerly of the Community Services Division at Nightingale.

Tim Mitchell has been transferred from the Futures Program staff at Queen Street East to the Personnel Office at MacPherson.

Shirley Anderson has rejoined Information Services staff at Adelaide Street after a medical leave.

Retiring is Casa Loma Caretaking staff member **Domenico Giraldi**. Giraldi has been working in the caretaking department since 1977.

Leaving the College are: **Diane Colvey**, **Margaret Engelberts**, **Hedwig Gumpesberger**, **Brian Johnson**, and **Bernard Siedlecki**.